

## A Guide to The Paul Harvey "Rest of the Story" Structure / Formula



**Title:** Clever and insightful without giving your topic away!

**The Beginning:** A general statement hinting at, but not giving away, your topic! *"But that is the rest of the story."*

**The Story:** Give the general background information about your person/event/topic (e.g., birth/origin, family life, education / schooling, etc.). The interesting rise to success that is often full of complications. Or, it might be the story of the downfall.

**The Rest of the Story:** "And now for the rest of the story." Here is where you give the *ironic* and/or little known details and surprising information about your person/event/topic. In other words, the other side of *"the story."* So, if the story is the rise to success, the rest of the story might be the irony behind that (e.g., humble or suspect beginnings). Or, if the story is a downfall, then the rest of the story might be the climb back to success or prominence. This is where you sock it to your audience!

**The Ending:** Now, really sock it to us! This is where you tell us exactly who your person/event/topic is and, typically, conclude your piece with a general summary statement capturing the essence of the story, along with Harvey's tagline if you so choose, "And now you know the rest of the story."